



City Administrator's Report

February 2011

Dear Reader,

Each month, this report from the City Administrator's Office provides a brief summary and update of major activities, events, projects, and programs that impact the Santa Barbara community. Feel free to share your comments and suggestions with us.

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Key Meetings

City Council	Tuesday, March 1, 8, 15, 22, and 29, and April 12
Joint City Council/City College Board of Trustees Meeting	Wednesday, March 2 @ 4:00 p.m.
Joint City Council/Water Commission Meeting	Thursday, April 7 @ 3:30 p.m.

Community Events

2011 State of the City Address	Wednesday, March 30 at 7:30 a.m. at Fess Parker's Doubletree Resort. This event includes breakfast and presentations by Mayor Helene Schneider and City Administrator Jim Armstrong. To purchase tickets, visit the Santa Barbara Chamber of Commerce website at: www.sbchamber.org/ .
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Flags on State Street

Navy League/Presidents Day	February 18 through February 25
Granada	February 25 through March 7
Opera Santa Barbara	March 7 through March 15

<i>Santa Barbara Symphony</i>	March 15 through March 25
<i>Red Cross</i>	March 25 through April 4
<i>Child Abuse Listening & Mediation (CALM)</i>	April 4 through April 11
Rape Crisis Center-Sexual Assault Awareness Month	April 11 through April 18

City Administrator's Office

City TV Receives Funding for Emergency Preparedness Announcements. The Orfalea Foundation has awarded City TV, Channel 18, with a \$50,196 grant to produce a countywide disaster preparedness public service announcement (PSA) campaign. The goal of the campaign is to raise awareness about the importance of emergency preparedness and to provide simple tips on how individuals and families can prepare. In coordination with the County Office of Emergency Services, the campaign will begin airing in the local media in Fall 2011.

City Awarded Grant to Address Gang Violence. Santa Barbara will receive approximately \$369,309 in grant funds from the California Gang Reduction, Intervention, and Prevention (CalGRIP) Initiative. Matched with local funds of the same amount, the City will use the grant for program partnerships with the Community Action Commission, All for One, and the Santa Barbara County Education Office to curb gang violence.

Fiscal Year 2012 Budget Development Underway. The City Council reviewed the City's financial condition in February and departments are now preparing proposed budgets for the upcoming year. Staff has estimated a \$3 million deficit in the City's General Fund for Fiscal Year 2012, if no corrective action is taken. While the City's two major sources of revenue, sales tax, and transient occupancy tax (TOT), have shown modest increases compared to sharp declines in recent years, a structural deficit still remains. Discussions are currently underway with employee labor associations to resolve the budget shortfall through reductions in employee salaries and benefits. Council will begin formal review of the Fiscal Year 2012 Recommended Budget on April 19th. Public budget review meetings will be held through June, culminating with Council's adoption of the budget by June 30th.

Airport Department

2010 Passenger Count Up Slightly. For the calendar year ending December 31, 2010, 755,734 passengers arrived and departed from the Santa Barbara Airport, an increase of 1.2% over 2009. This count compares to a 9.2% decrease for the year ending 2009 over the previous year. Seat capacity dropped 10% last year due to the loss of flights. The highest average passenger loads were aboard *United Airlines* flights to Denver (88%), *Horizon Air* flights to Seattle (83.5%), and *Frontier Airlines* flights to Denver (79.0%). January passenger traffic was up 3.45% over the same month last year.

Airport Android App Debuts This Month. The first Santa Barbara Airport “App” or software is now available in the Android marketplace for downloading on Smart Phones. The App is available free of charge, features live arrival and departure flight schedules, provides links to the airline and rental car companies that serve the Airport, and parking information. The Airport plans to introduce Apps for iPhones and iPads by March 15th.

Community Development Department

La Entrada. A Los Angeles-based real estate investment and development company, 35 State Street Hotel Partners, has acquired the Lower State Street project known as La Entrada de Santa Barbara, comprised of the Californian Hotel and two neighboring properties.

The project is fully approved for a 114-room luxury hotel, nine fractional vacation units, and 21,557 square feet of retail space with open plazas, paseos and gardens, all designed in the Spanish Colonial Revival style. The project recently received preliminary approval on all phases from the Historic Landmarks Commission, and the new ownership team has indicated they will maintain this approved design. The City has extended deadlines to develop the site and complete public works improvements, which are secured by a performance bond. The new owner has agreed to install additional landscaping, perform maintenance improvements, complete required seismic improvements and repaint the Californian Hotel.

Medical Marijuana Dispensary Ordinance. On January 25th, in response to litigation, the City Council introduced ordinance language to amend the Medical Marijuana Storefront Collective Dispensary Ordinance (SBMC Chapter 28.80). The amendment would allow two dispensaries that were permitted under the previous ordinance to remain, increasing the total maximum number of dispensaries from three to five. Council delayed action on the ordinance to explore other options to settle the litigation.

Plan Santa Barbara General Plan Update. The Plan Santa Barbara Ad Hoc Council Committee, comprised of Council Members Francisco, Hotchkiss, and White met on January 24th and on February 17th to continue the discussion of residential density and design issues. On Tuesday, March 1st, the full Council will receive a report from the Subcommittee and provide direction to staff.

Finance Department

Transient Occupancy Tax Update. Transient Occupancy Tax (TOT) for January 2011 posted growth of 0.9% with collections of \$691,525. January’s revenue grew at a slower rate than in recent months due to the impact of the vacation rental audit program last year. The January 2010 revenue was unusually high because the City collected revenue from non-compliant vacation rental properties for the previous six-month period in January 2010, artificially inflating the monthly revenue.

When factoring out the impact of the last year’s vacation rental audit revenue, January 2011 TOT grew 8.7% on an economic basis. A contributing factor to January’s strong economic growth – historically one of the smallest months for TOT collections – is that the first week of the

Santa Barbara Film Festival fell in January this year. Last year, the film festival was held entirely in February.

FY 2011 TOT budget is \$11.157 million, representing a 2.7% decline from the FY 2010 year-end results. Year-to-date, TOT growth is 8.8%, which is approximately \$607,000 above the adopted budget, but still below collections for the same period in FY 2007. The monthly TOT table is attached for your reference.

As a reminder, sales tax information for the quarter ended December 31, 2010 will be available in mid-March and reported in next month's Revenue News.

Spirit of Service Awards for 2011. Looking Good Santa Barbara is now taking nominations for the Spirit of Service Awards honoring those in the community who promote a clean and green Santa Barbara through their actions to reduce waste or to decrease graffiti and litter. To get a copy of the nomination form or submit an online application, visit www.SantaBarbaraCA.gov or call 897-2526. All nominations must be received by Thursday, March 3rd.

Fire Department

Pet Preparedness. Whether it's Fluffy, Spike, or Bob the lizard, pets are a part of our families and, therefore, should be part of our disaster planning. Listed below are a few helpful hints to make sure your pets are taken care of before a disaster strikes.

1. Have a safe place to take your pets - Most evacuation shelters do not accept pets, only service animals. Be sure to check hotels and motels in the area and see if any are pet friendly. Also, check local boarding facilities or veterinarians that board animals. This is especially useful if you know a disaster is approaching.
2. Assemble a portable pet disaster supply kit - The kit should include medications and medical records (stored in a waterproof container), a first aid kit, sturdy leashes, harnesses, and/or carriers to transport pets safely and also to ensure your animals can't escape. In addition, gather the following supplies: food, potable water, bowls, cat litter/pan, and can opener. Keep information on feeding schedules, medical conditions, behavior problems, and the name and number of your veterinarian in case you have to foster or board your pets. Pet beds and toys, if easily transportable, should be included as well.
3. Caring for Birds in an Emergency - Birds should be transported in a secure travel cage or carrier and have a photo for identification and leg bands. In cold weather, wrap a blanket over the carrier and warm up the car before placing birds inside. During warm weather, carry a plant mister to mist the birds' feathers periodically. For food, provide a few slices of fresh fruits and vegetables with high water content.

Library Department

Santa Barbara Reads. The Library System and the UCSB campus are holding the fifth annual community reading program partnership of Santa Barbara Reads and UCSB Reads. The book selected for this year's joint program is *The Immortal Life of Henrietta Lacks*, by Rebecca Skloot, a nonfiction book about the unwitting donor of "immortal" cancer cells in the 1950s raises the issues of medical experimentation on African Americans, the birth of bioethics, and the legal battles over whether we control the stuff we are made of. The Public Library system has purchased 150 copies of the book, and also has copies available on audio CD, downloadable eBook and eAudiobook, and in large type. Panel discussions of this book will be held in the Central Library and two branches in April, with UCSB professors and other area experts discussing the issues.

Grant Writing Workshop. Sixty aspiring grant-writers from area arts organizations attended a free half-day training session presented by the Foundation Center and the James Irvine Foundation at the Central Library in January. Each attendee received two free books on developing successful proposals, and heard presentations by both institutions. The Foundation Center Online Directory database is available free of charge in the Central Library, and may be accessed on all library computers or on personal laptops using the library's Wi-Fi system.

Outhwaite Foundation Awards Library \$3,000. The Central Library will benefit from a grant awarded to the Friends of the Santa Barbara Public Library to bring cultural programs to audiences outside the library. With programs ranging from theatre, storytelling, music, and dance to magic, science, and juggling, Library children's programs attract packed audiences and serve about 20,000 individuals system wide each year. This grant will help expand Central Library programming.

New Adult Literacy Volunteers Trained. Despite a proposal to eliminate State funding for adult literacy services in the State budget, the Library's Adult Literacy Program has been recruiting volunteers at a record pace. About 40 new volunteer tutors have completed a nine-hour training course since the start of January! After being trained, volunteers are placed as one-to-one tutors in library branches.

Parks and Recreation Department

New Neighborhood Advisory Council. Starting in March, a new Neighborhood Advisory Council will begin meeting to improve communications with City Council and staff; and to improve delivery of City services to the Eastside, Lower Eastside, Laguna, West Downtown, Westside, and Lower Westside neighborhoods. The advisory group will help identify and prioritize capital improvements, provide input on service needs, and resolve neighborhood concerns. Meetings will be taking place monthly and will be open to the public. For more information, please call Antonio Velasquez, Neighborhood and Outreach Services Senior Supervisor at 963-7567.

Carrillo Recreation Center Set to Reopen. After undergoing a renovation to improve seismic safety and ADA accessibility, the Carrillo Recreation Center will soon open to the public for recreation classes. Classes will return to the Center during the week of March 7th. Program

staff will begin moving in to the renovated facility on March 10th. Look for a grand opening event in the summer.

Franklin Youth Services Center in Construction. The remodel of the Youth Services Center at the Franklin Center is underway. Crews are working to expand the space for the installation of computers, additional space for youth to hang out or work. Work is expected completed by mid-March.

Students Learn About City Jobs. For the second year, the City partnered with Santa Barbara High School for Job Shadow Day on February 2nd. Approximately 25 employees from nine City departments hosted 30 students for the morning. Students were assigned to various department employees to learn about City careers and job skills.

First Adult Tennis Tournament. The Leslie Allen Tournament at the Municipal Tennis Center on February 26th and 27th begins the adult tournament season. Three other tournaments are held throughout the year with the October City Championships ending the season. All tournaments are sanctioned by the U.S. Tennis Association with events for men and women in the Open and Senior divisions. For more information and to sign up, contact Cathy Carpenter at 564-5573.

Families Invited to “Spring Into Health” Fitness Fair. The Youth Activities section of the Parks and Recreation Department and the Junior League of Santa Barbara are cosponsoring a free family fitness fair at Monroe Elementary School on Saturday, March 19th from 11 a.m. to 2 p.m. Families are encouraged to join the fun and find out about community resources for healthy eating, exercise, ideas and activities over spring break, after school programs, and summer camps. Attendees can watch a SK8 demonstration by instructor Steve Fancher, participate in interactive games and cooking classes, and win prizes and giveaways. A free lunch for kids is included. For more information, call 564-5495.

Look for the Spring/Summer Activity Guide. The new Parks and Recreation *Spring/Summer Activity Guide* will publish online on Tuesday, March 22. The *Activity Guide* features summer camps and youth programs as well as the ongoing adult sports, dance and fitness classes and facility rentals. In addition, a four-color brochure featuring camps and summer highlights will be mailed to 20,000 residents in early April. Increased advertising efforts will let the community know how to view or download the Guide. Summer camp registration will also begin on March 22nd. Register online at www.SantaBarbaraCA.gov.

Spring Break Activities for the Kids A number of fun full and half-day activities are scheduled for spring break for kids ages 3 to 17. *The Great Escape Program* is a full-day camp from grades 1 through 6. Half-day camps include *Sk8 Skool* (ages 6-11), *Beach Volleyball Camp* (ages 9-17), *Art from the Heart* (ages up to 8 years), *Rhythmic Gymnastics* (ages 4-6 and 7-10) and a new *Introduction to Gymnastics* cosponsored by Girls Inc. of Santa Barbara. For more information and future registration, visit the City’s website at www.SantaBarbaraCA.gov or call 564-5495.

Arts Alliance Youth Create Murals at Westside Community Center. The Santa Barbara Arts Alliance participants have finished the first of three Seascape murals around the playground area located at the end of the Westside Community Center’s parking lot. This first mural was painted by six youth from both the surrounding neighborhood and the Eastside.

Neighborhood response has been very positive. Residents have commented that since the youth have taken ownership of the playground through the mural project, graffiti has substantially diminished. Residents have requested that a longer mural be painted to wrap around the playground and the youth have agreed to take on the project.

Police Department

Violent and Property Crimes Decline: According to crime statistics reported to the FBI each year, the total number of violent and property crimes citywide, also known as Part 1 crimes, fell by 8% in 2010 when compared to 2009. Part 1 crimes include burglaries, robberies, arson, rape, and homicide.

Public Helps With Bank Robbery Arrest. On January 7th, a suspect entered the Bank of America at 3790 State Street, passed a robbery demand note, and fled with several thousand dollars in cash. The suspect's photo was obtained from the bank surveillance system and distributed to the public through the media. Shortly after being released, a citizen called to identify the suspect. Police conducted a search and determined the suspect was driving a vehicle registered to a relative living in Ventura. With the help of the Ventura Police Department, the suspect was caught driving the vehicle rear the relative's address. Police recovered the bulk of the stolen cash, along with clothing believed to be worn during the heist. A big "Thank You" to the citizen who helped solve this case so quickly.

DARE Graduation: On January 19th, the Santa Barbara Police Department (SBPD) graduated more than 300 fifth and sixth grade students from seven local schools from the DARE program that teaches children to resist peer pressure and live productive drug and violence-free lives. The curriculum included responsibility and making good choices. These students join the more than 20,000 DARE graduates since the program's local inception in 1987.

Public Works Department

Downtown Parking Lot Closed for Structural Upgrades. Downtown Parking Lot 10 (Ortega Garage) located at 621 Anacapa Street is closed to the public due to construction activity to repair, reinforce and support specific concrete beams, columns and girders, and bring the accessible parking spaces into compliance with the Americans with Disabilities Act. The lot will be closed for 50 working days through April 2011. Traffic has been redirected to parking Lots 2 and 11 where there is sufficient capacity to compensate for the loss of parking spaces during construction. If you have questions regarding the project, please contact Parking Superintendent Victor Garza at 564-5656.

Updated Rebate Amounts for a Water Wise Garden. The Smart Landscape Rebate Program offers rebates on 50% of the cost of water wise plants, irrigation equipment, smart irrigation controllers, and mulch. City of Santa Barbara water customers are eligible for up to \$1,000 for single family homes and up to \$2,000 per account serving an irrigated area (\$4,000 per site) for commercial, multi-family, and Home Owners Associations (HOAs). Projects must be approved in advance. Call 564-5460 to schedule a pre-inspection or go to www.savewatersb.org for more information.

Wastewater Collection Eliminates Spills. The City has experienced only one City-caused sewer spill in more than 100 calendar days. This marked reduction in the sewer system spill rate is due to updated procedures and more effective cleaning of sewer mains, thus reducing sewage spills within the City's sewage collection system. Recent program changes have helped staff effectively analyze maintenance needs in various areas of the sewer system, enhance quality control measures, and reduce operational costs.

El Estero Employees Receive Awards. The Tri-Counties Section of the California Water Environment Association held their Annual Awards Banquet in Santa Barbara on January 14, 2011. City Employees Thomas Welch and Roger Tousignant were honored at this banquet. Control Systems Operator Roger Tousignant received the Electrical/Instrumentation Person of the Year Award. Chief Operator Thomas Welch received the Outstanding Young Professional of the Year Award.

Final Phase of Cabrillo Boulevard Sidewalks. Construction of the final phase of the East Cabrillo Boulevard Sidewalk Improvement Project will begin in February and be completed in April 2011. Starting in 2005, the Redevelopment Agency has funded roughly three miles of improvements to the beach-side sidewalk along East Cabrillo Boulevard, between Milpas Street to Castillo Street. The phased project has replaced and improved sidewalks with new paving, landscaping, benches and new dual waste/recycling receptacles. The segment between the Wharf and Castillo Street also included several tile art installations, and cross-walk and median improvements. Now the eastern-most length of the Cabrillo Boulevard sidewalk between Milpas Street and the Cabrillo Arts Center will be brought up to the same standard.

Waterfront Department

Marina 1 Reconstruction Phase 2 Update. The Marina 1 Phase 2 reconstruction started this month to replace the "O" and "P" fingers of Marina 1. The project consists of new concrete docks, electrical system, dock boxes, power centers, domestic and fire water systems. A key component of the proposed construction is the relocation of vessels within the harbor from the "O" and "P" fingers during construction. The project should be completed in early April.

Santa Barbara Mooring Area Mooring Permit Lottery. Applications are now being accepted for East Beach Mooring Area Permits through March 3rd. A lottery will rank applicants for about 16 mooring permits at the Harbor Commission meeting on Thursday, March 17th. For an application and program details, please visit the Harbormaster's Office or the City's website at www.SantaBarbaraCA.gov

Federal Channel Dredging. Last year's mild summer and fall resulted in limited sand deposits in the channel. The sand was removed in the November fall cycle dredging effort. The spring cycle dredging is scheduled to begin in late February, based on the President's Fiscal Year 2011 budget that includes a \$2,040,000 appropriation for dredging the Santa Barbara Harbor. Since Congress has not approved the budget, a Continuing Resolution has been approved providing funding at 95% of the President's proposed budget appropriation through March 2011.